

MARKET (indicate one):			
Basic Demography			
Total Adult Population	282,900	Median Age	46
Number of Households	114,987	Median Household Income	\$47,200
Data Used (pick one): DMA <input type="checkbox"/> MSA <input type="checkbox"/> NDM <input checked="" type="checkbox"/>			
Source Information			
Source(s) with Date(s)		ABC Reader Profile July-Aug 2006	

COVERAGE		
ABC Audit Info¹	Sunday	Daily
Total Average Paid Circulation	49,822	43,963
Core Newspaper (Total)	49,822	43,963
Home Delivery and Mail (Total)	35,030	32,422
Single Copy Sales (Total)	13,430	9,984
Affiliated Publications (Total)		
Coverage Maps (insert URL for detailed map and zoning information, including delivery areas)	SunHerald.com	
Audit Date (Month & Year)	Publishers Statement Sept. 24, 2006	

Audience Demographics

Source: ABC Reader Profile
If Other, state source:

Source Date: July-Aug. 2006

AUDIENCE COMPOSITION						
<i>Data based on average issue</i>	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
Total Adult Readers	170,000	100.00%		156,100	100.00%	
Men	85,500	50.30%		80,600	51.60%	
Women	84,500	49.70%		75,600	48.40%	
Age						
18 to 34	37,300	21.90%		29,900	19.20%	
35 to 54	68,400	40.20%		65,800	42.20%	
55+	64,300	37.80%		60,500	38.80%	
Median	49			50		

¹ The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

<i>Data based on average issue</i>	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
Education						
Any College+	114,600	67.40%		106,400	68.20%	
College Graduate+	54,200	31.90%		54,300	34.80%	
Post-graduate Degree		%			%	
Occupation/Job Title						
Employed Full-Time	96,500	56.80%		91,800	58.80%	
P/M Top Management/ C-Suite	11,100	6.50%		12,900	8.30%	
Professional/Managerial	18,300	10.80%		19,400	12.40%	
Business Decision Maker		%			%	
Household Income						
< \$35k	50,100	29.50%		44,100	28.30%	
\$35k – \$75k	72,600	42.80%		68,500	43.90%	
> \$75k	47,400	27.90%		43,600	27.90%	
Median	\$50,700			\$51,600		
Home Ownership and Principal Home Values						
Home Owners	143,100	84.20%		130,200	83.40%	
Value: \$100k – \$249k		%			%	
Value: \$250k – \$499k		%			%	
Value: > \$500k		%			%	
Median Home Value	\$			\$		
Own 2+ Properties		%			%	
Marital Status						
Married	114,500	67.40%		108,400	69.40%	
Not Married	55,500	32.60%		47,700	30.60%	

Additional Readership Information (insert URLs):

Pricing: Open Rates of Most Commonly Used Units

Publication Page Size (standard):	Width: 6 Columns
	Height: 21 Inches

RETAIL						
	Columns	Inches	Black & White Rates		Color Rates	
			Sunday	Daily	Sunday	Daily
Full Page²	6	21.00	\$5,746	\$5,195	\$725	\$725
Half Page Horizontal	6	10.50	\$2,873	\$2,597	\$725	\$725
Half Page Vertical	3	21.00	\$2,873	\$2,597	\$725	\$725
Quarter Page	3	10.50	\$1,436	\$1,299	\$725	\$725
Full-Page Double Truck	13	21.00	\$12,449	\$11,256	\$1,449	\$1,449
Horizontal Strip Ad	6	4.00	\$1,094	\$990	\$725	\$725
Premium Position One			\$	\$	\$	\$
Describe Position: NA						
Premium Position Two			\$	\$	\$	\$
Describe Position: NA						

SECTION (indicate one): SAME AS ABOVE						
	Columns	Inches	Black & White Rates		Color Rates	
			Sunday	Daily	Sunday	Daily
Full Page			\$	\$	\$	\$
Half Page Horizontal			\$	\$	\$	\$
Half Page Vertical			\$	\$	\$	\$
Quarter Page			\$	\$	\$	\$
Full-Page Double Truck			\$	\$	\$	\$
Horizontal Strip Ad			\$	\$	\$	\$
Premium Position One			\$	\$	\$	\$
Describe Position:						
Premium Position Two			\$	\$	\$	\$
Describe Position:						

Additional Rate Information (insert URLs):

² The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. These rates only represent an overview of rates and ad units this newspaper accepts. Please contact a sales representative (or refer to the Media Kit) for a complete listing of all category rates, ad units and other specifications. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

Products

DAILY AND WEEKLY SECTIONS AT-A-GLANCE	
Sunday	
Full-run Sections	Main news - Sports - World - Classified - Business - Arts/Travel - Employment - YourLife - Additional Weekly Sections: Real Estate Weekly, PARADE, TV Week, South Mississippi Outdoors & Recreation
Part-run Sections	- - - - - Additional Weekly Sections:
Monday	
Full-run Sections	Main news - Sports - World - YourLife - Classified Additional Weekly Sections:
Part-run Sections	- - - - Additional Weekly Sections:
Tuesday	
Full-run Sections	Main news - Sports/Business - World - YourLife - Classified Additional Weekly Sections: At the Casinos (tab)
Part-run Sections	- - - - Additional Weekly Sections:
Wednesday	
Full-run Sections	Main News - Sports - Business - World - YourLife - Classified Additional Weekly Sections:
Part-run Sections	- - - - Additional Weekly Sections:
Thursday	
Full-run Sections	Main news - Sports - Business - World - YourLife - Classified Additional Weekly Sections: Marquee (entertainment tab)
Part-run Sections	- - - - Additional Weekly Sections:
Friday	
Full-run Sections	Main news - Sports - Business - World - YourLife - Classified Additional Weekly Sections: LIFE Magazine - @HOME (broadsheet)
Part-run Sections	- - - - Additional Weekly Sections:
Saturday	
Full-run Sections	Main news - Sports/Business - YourLife - World - Classified Additional Weekly Sections:
Part-run Sections	- - - - Additional Weekly Sections:

Additional Properties with Integrated Sales:

PREPRINTS AND RELATED PRODUCTS**General**

TMC Available? Yes No If so, Day(s) of Week: Wednesday Zoning Available? Yes No

Freestanding Inserts

Days of Week Available: 7 Zip-level Zoning? Yes No Zip+4 Zoning? Yes No

Rates and Other Details (insert URL)

Catalog and Product Sample Distribution

Days of Week Available: NA Zip-level Zoning? Yes No Zip+4 Zoning? Yes No

Rates and Other Details (insert URL)

Printed Home Delivery Bags

Days of Week Available: 7 Zip-level Zoning? Yes No Zip+4 Zoning? Yes No

Rates and Other Details (insert URL)

DIGITAL PRODUCTS

Online Products (insert URLs)

Unique Visitors per Month 530,000 Source: HBX Analytics

Page Views per Month 615,000 Source: HBX Analytics

Digital Rate Card (insert URL)

Net Reach (print & online) 219,000 Source: ABC Reader Survey

Print-online Duplication %

Online Targeting Capabilities Yes No If yes, please describe:

Production**PRODUCTION GUIDELINES**

Info on production specifications, acceptable electronic file formats and column-inch conversions (insert URLs)

Additional Info

Reserving an Ad (insert URL)

Closing Times (insert URL)

Contracts/Credits

Contract Information – Statement of commissions, terms of payments and rate policies (insert URLs):

Credit Application – Guidelines and application (insert URLs):

Advertising Contacts – List of locations, contacts and contact information (insert URL):